Ceramic Mosaic Tile Floors, White Glazed Sanitary Wall Tile, Glazed and Unglazed Mantel Tile



Tile is unsurpassed as a flooring material for either exterior or interior use.

Sears, Roebuck and Co. Chicago

Tile Floors Laid Thirty Centuries Ago Found Perfect

TILE floors and walls are not a modern invention. In excavating among the ruins of historic Egyptian buildings erected more than three thousand years ago, tile floors were discovered in practically perfect condition, as beautiful

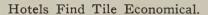
ago, tile floors were discovered in practically perfect condition, as beautiful in design and rich in coloring as when first laid. Much of the marble in these ancient buildings had crumbled into mere piles of dust, but the baked clay tiles defied the action of the destroying elements and remained intact through more than thirty centuries.

The history of the oldest Egyptian civilization comes down to us mostly from the inscriptions on the tile walls and tile memorial tablets. These, too, withstood the ravages of time, and from them we read the history of the days of the Ptolemies and Pharaohs. All of which is proof that a floor or wall material more durable than properly laid tile does not exist.



Tiled Kitchens Common in Europe.

In Europe tile won early recognition as the ideal material for floors and walls and was in common use hundreds of years before the first tile for this purpose was made in America, and down to the present time tourists returning from Holland praise the sweet, clean tiled kitchens of that country. Under our modern system of selling, the same perfect, sanitary tiled kitchens and bathrooms so much admired in Europe are now placed within the reach of every home builder in the United States.





One of the largest hotels in the world was recently opened to the public in Chicago and a tour of inspection through that truly marvelous institution reveals the most extensive use of tile for both service and ornamentation. In the mammoth kitchens tile is used for floors, walls, ceilings, tables and refrigerators. No other material could be so easily kept in a perfectly clean and sanitary condition so that visitors can be shown through the kitchens at all times.

Tile in the Modern Home.

That tile floors and walls fill every sanitary require-

ment is proven beyond a doubt by the almost exclusive use of this material in modern hospitals, hotels and other public buildings. The extensive use, however, of tile floors and walls in the average home has until recently been almost prohibited by the high prices charged by combinations of manufacturers and the necessity of employing an expensive expert tilewright. There never was any question as to the desirability of tile floors and walls. It was only the high cost that kept from tile its deserved share of popularity.

We Solve the Problem for You.

This high cost problem we solved just as we have many similar difficulties in other lines of merchandise. We have eliminated every unnecessary item of expense in the manufacture and sale of floor and wall tile. We have made public a really simple plan by which any average mechanic can lay a beautiful, durable tile floor or wainscoting, doing away with the necessity of employing an expensive skilled tilewright. This very desirable floor and wall material is thus placed within reach of home builders and building contractors at about one-half the previous prevailing prices.

We Ship Promptly.

We aim to have on hand at the tile works at all times a reasonable stock of the patterns shown in this book. On all ordinary size orders we can pack the tile and deliver to the railroad company within a week, but on larger orders and orders for new or changed designs it is necessary, of course, to allow us more time. In every case we give our best attention to orders.

Sears, Roebuck and Co., Chicago

7680

FLOOR AND WALL TILE

WHAT is tile? Briefly, it is baked clay. Clays of various kinds are dried, pulverized, sifted and mixed according to carefully prepared formulae with the addition of chemicals and minerals, and the powdered mixture is fed into heavy die presses and stamped into tiles of various geometrical shapes. These raw tiles are then put into a kiln and subjected to a heat of 2,000 to 3,000 degrees. The result is a product as hard and non-porous as glass, in fact some of it is a form of glass itself. The mixing of the clays and minerals is a very particular operation and many varieties of tiles are produced by skillful ceramists. Glazed tiles are coated and put through the kiln a second time.

In these many operations there is, of course, considerable waste due to breakage, warping, chipping or cracking and it is a skillful tile maker indeed who can run his business at a profit and yet put his tile on the market at a price within the reach of any except the very wealthy. When you add to this expensive process of manufacture the big profits of the jobbers and dealers and the high wages of the tile layers, you can readily understand why tile has long been classed as a luxury. The use of tile for floors and walls is most essential where cleanliness and sanitary conditions are necessary or desirable. We have long realized this and have felt that tile should be placed within the reach of all. We have made this possible by our methods of selling direct to the consumer, adding but one profit to the actual cost of manufacture. We were the first firm to offer tile direct to the user and in doing so we established a new era in the tile industry. In this catalog we offer you first quality floor and wall tile at prices so low that you cannot afford to do without tile floors and walls in your home or place of business.

Tiles Are Easily Laid

The floor tiles are made in ¾-inch squares, 1-inch and 1¼-inch hexagons, and 13-16-inch rounds. They are pasted on sheets of paper, about 2 feet long and 1 foot wide, to facilitate the work of laying. The design is all carefully worked out at the factory so that the laying of the sheets of tile is a simple matter. We give full directions for the work on pages 30 and 31, so that anyone can do a first class job without previous experience. In fact, most of our customers lay their own tile without having seen the work done before. In computing the amount of floor tile to order always allow a foot or two of waste for fitting the design to the room.

Should you have any difficulty in figuring the amount of tile to order, just write us a letter, enclosing a careful pencil sketch of the floors to be tiled, and we will assist you. If you are putting up a new building you can send us your blue prints or plans and we will advise you as to the use of tile in the structure and quote you prices. Contractors and builders can make money installing our tile in their buildings. A store with a tile floor and a tile vestibule in front will bring more rent, and a house with tile in the vestibule, bathroom, kitchen, and on the porch will sell for a great deal more.

Terms and How to Order

Our terms are cash with the order. All orders are packed specially to meet the requirements of each separate floor or wall job and it is necessary, therefore, that we have a drawing or plan in every case, showing the accurate measurements. The more care you use in preparing the drawing, the more accurately we can fill your order. Make remittance by express or postoffice money order, bank draft, currency in a registered letter or personal check. If in doubt about the exact amount, send what you think will be enough and we will return any excess.



NOTHING FINER FOR BARBER SHOPS.

The floor in this picture was laid at Elgin, Ill., with our design 63M1010, shown on page 24.

Tile in the Bathroom

The bathroom more than all other rooms must be kept clean and sanitary. The paramount virtue of tile in the bathroom is its imperviousness to moisture and dirt, the breeders of germs. Water splashed on a tile floor cannot soak in, and dirt on the floor or walls does not penetrate the tile but is easily wiped off with a damp cloth. Everyone is familiar with the superiority of white porcelain bathtubs and lavatories over the old painted tin tubs and marble wash bowls so common a generation ago. You are also familiar with the demand for open plumbing. The same conditions that required the abandonment of painted fixtures and boxed in pipes demand the use of tile floors and walls. The idea of having a white tiled bathroom is the same as having a white porcelain tub. When all dirt can be seen it is an easy matter to keep the room and fixtures clean.

White is of course the usual color, but often a design with some color in it, as for instance, blue or green, is used. These colors make a nice contrast with the white and are cool, clean colors in themselves. Whether or not you use any color is, of course, a matter of personal taste.

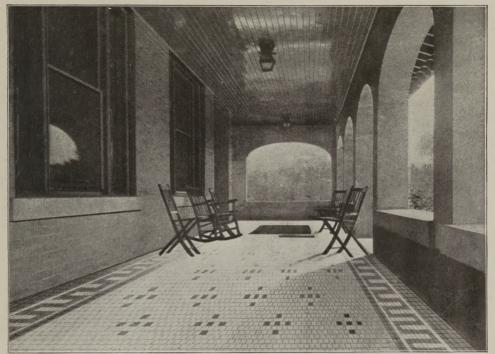
The use of tile is not confined to the bathroom or kitchen. Its beautiful colors, the ease with which it is kept clean and the fact that it practically never wears out or needs repairing, make it very popular for general use. It is the finest flooring in the world for hospital operating rooms, barber



for hospital operating rooms, barber shops, meat markets, ice cream parlors, dairies, drug stores, groceries, power plants and engine rooms; hotels, church and theater lobbies; depots, waiting rooms, restaurants, lunch rooms and halls and corridors in public buildings of all kinds. It is also ideal for porch and veranda floors, for dining and living rooms, and we have even sold it for bedrooms.



Page Two 2



How refreshing is the appearance of a cool, shady tiled porch floor on a warm Summer day.

Ceramic Tile for Porches

The use of Ceramic Roman Mosaic Tile for porch and veranda floors is becoming more and more popular. The tile meets every demand required of a good porch floor and has many points in its favor not possessed by any other material. It is absolutely impervious to moisture and is superior to cement, for almost any design or color scheme

required can be worked out with the many colored small tiles.

For designs especially suitable for porch floors we invite your attention to pages 9, 10, 11, 13, 14, 15, 16, 17, 18, 20, 21, 22 and 23. When properly laid in good Portland cement it will withstand frost and all other actions of the weather. In large cities ceramic tile is largely used for sidewalks in front of stores, theaters and restaurants. Previous to the time we first offered ceramic tile in our catalogs a tile porch floor was a luxury enjoyed by only the most wealthy, but now by means of our methods of buying and selling we have placed this perfect material within the reach of all. One of the chief advantages of ceramic tile for porch and veranda floors is the ease with which it can be kept clean. An occasional mopping with soap and water is all that is required. The tile being fully vitreous is non-absorbent and for this reason the dirt needs only to be wiped off from the surface. Scrubbing is unnecessary.

The additional first cost of a tile floor is more than made up in the small amount of work required to keep it clean. We have a tile floor in the main lobby of our store, and ten thousand or more people walk over it every day. On rainy



and muddy mornings our employes track in a great deal of dirt on to the floor, but ? after they are all in, a porter with a bucket of water and a mop makes the floor perfectly clean and white in a few moments. This floor has been in con-stant use for over nine years and there is no sign of wear visible. The stone steps outside have had deep depressions worn in them in the same length of time. Remember, a tile floor will practically

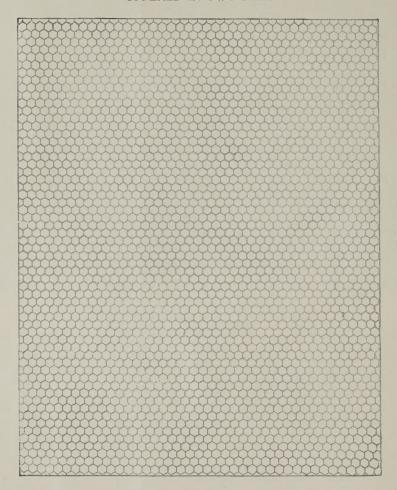
NEVER wear out.



Vitreous Tile in Pure White Hexagons

For Bathrooms, Operating Rooms, or Any Place Where a Pure White Floor Is Wanted.

OFFERED IN TWO SIZES



Design 63M1000

We can also furnish plain white ¾-inch squares or plain white 13-16-inch rounds mounted on paper for the above price of 28 cents per square foot.

Nothing compares with white tile for bathroom floors, pantry floors or creamery floors. Nothing is recognized as so suitable for hospital service rooms and operating rooms. Send us your order with a sketch and careful measurements for a bathroom or any other room where pure, clean, sanitary conditions must prevail and you will be more than pleased with our recommendation of this white hexagonal tile, without border. Where a border is desired see following pages.

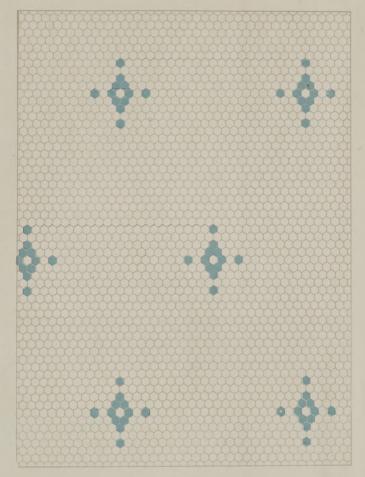
See pages 30 and 31 for complete information about tile setting.

This Beautiful Vitreous Tile Design

Relieved With Dots of Twelve Blue Tiles, Is Wonderfully Attractive for a Bathroom.

The Color of the Dots Can Be Changed to Conform With Any Color Scheme,
the Price Depending on the Colors Selected.

In 1-Inch Hexagons.



Design 63M1015

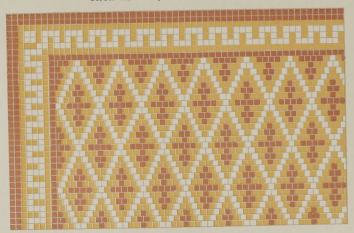
Shipped from the tile works in Ohio, from which point customer pays the freight.

Price, per square foot......38c

While we highly recommend white tile floors for bathrooms, as illustrated on page 4, yet there are those who prefer to relieve a white floor of its sameness, so we offer this design for bathrooms, pantries and creameries. There is nothing that can be more attractive for ice cream parlors or resorts of any kind.

The designs shown in this book are reproductions of our Ceramic Mosaics, and printed by the colortype process. They are therefore accurately represented and the coloring is as near the shades or tints of the tile itself as it is possible for the art of color printing to produce.

Rich in Red, White and Buff.

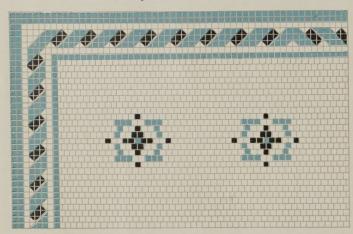


Design 63M1021

Border, 8 stones (6¼ inches) wide. (Border only, when sold alone, 41 cents per lineal foot.)

Ceramic Mosaic, 3-4 Inch Squares

Modest Beauty in Blue, Black and White.



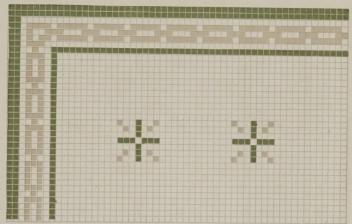
Design 63M1025

Border, 8 stones (6¼ inches) wide; 35 dots in blue and black in white body. (Border only, when sold alone, 39 cents per lineal foot.)

The border for design 63M1025 comes in right and left twist and an equal quantity of both is sent with each order. In laying this design the border starts from each end and meets in the middle with a reverse twist which is shown in the above illustration.

See pages 30 and 31 about how to lay your own tile floor.

A Neat Design in Dark Green, Gray and White.

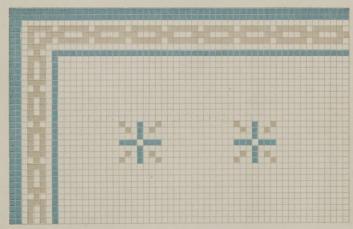


Design 63M1031

Border, 8 stones (6¼ inches) wide. (Border only, when sold alone, 42 cents per lineal foot.)

Ceramic Mosaic, 3-4 Inch Squares

Showing the Above Design in Blue, White and Gray.



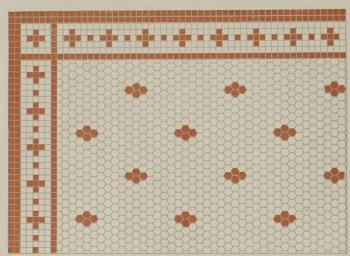
Design 63M1035

Border, 8 stones (6¼ inches) wide. (Border only, when sold alone, 39 cents per lineal foot.)

Do not get the idea that a tile floor for your bathroom or vestibule is too expensive. Select the design that strikes your fancy, then figure the number of square feet in your bathroom or vestibule and multiply by the price per square foot. You will be surprised how cheaply this wonderful improvement can be had. We furnish above designs in any color combination you may select at prices according to the colors selected.

Ceramic Mosaic, 1-Inch Hexagons

High Art Tile Craft in Red and White.

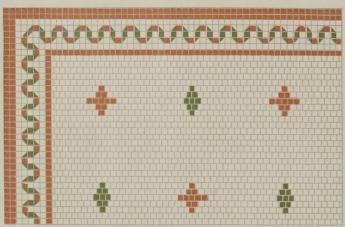


Design 63M1041

Shipped from the tile works in Ohio, from which point customer pays the freight. Price, including border, per square foot..... Border, 8 stones (61/4 inches) wide. (When sold alone, 39 cents per lineal foot.)

Ceramic Mosaic, 3-4 Inch Squares

Artistic Harmony in Red, Dark Green and White.



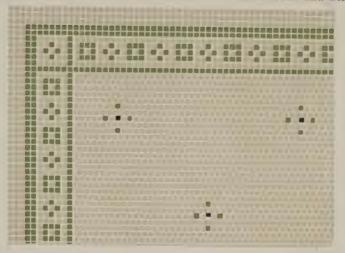
Design 63M1044

Shipped from the tile works in Ohio, from which point customer pays the freight. Price, including border, per square foot..... Border, 8 stones (614 inches) wide. Nine dark green and 11 red stone dots in white body. (Border only, when sold alone, 40 cents per lineal foot.)

If you have a vestibule, a small room or a doorway entrance, whether it be at your residence, your store or your office, or if it be a drug store, ice cream parlor or any place of business where pure, sweet, clean and sanitary floors are desired, send us your order and we will furnish you either of these handsome designs papered ready for laying. We guarantee it to be one of the best sanitary floorings you can buy.

See pages 30 and 31 about how to lay your own tile floor.

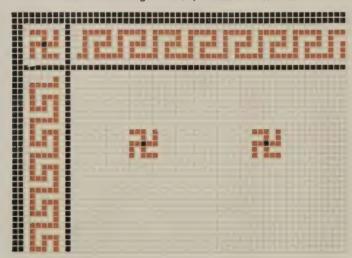
Beautiful Clean Gray Pattern Relieved With Dark Green and Black.



Design 63M1046

Ceramic Mosaic, 3-4 Inch Squares

Swastika Design in Red. Black and White.



Design 63M1047

Shipped from the tile works in Ohio, from which point customer pays the freight.

The two patterns shown on this page are designed especially for entrances, hall-ways and small porches. There is nothing that combines beauty and utility for flooring purposes like good ceramic mosaic tile. Easy to keep clean and always attractive.

Harmonious Panel Design in 3-4 Inch Squares

Fine for Vestibules and Small Porches. Colors, Celadon, Red, Buff and White.



Design 63M1060

Shipped from the tile works in Ohio, from which point customer pays the freight.	
Price, Plain Body and Border only, per square foot	\$0.48
Price, Centerpiece when measured in, extra	2.75
Price, Centerpiece only, when bought alone, size about 2x4 feet	4.50
Border, 10 stones (77/8 inches) wide. Centerpiece, 59 by 29 stones (about 47 by 23 inches).

This design contemplates the use of the centerpiece in a plain white body, with or without border, and in any room large enough to display it.

Complete Vestibule Pattern in 3-4 Inch Squares

Designed Especially for Small Hallways and Porches. Colors, Celadon, Green, Black,
Salmon, Buff, Red and White.



Design 63M1061

Shipped from the tile works in Ohio, from which point the customer pays the freight.	
Price, Plain Body and Border only, per square foot\$0.4	8
Price, Centerpiece when measured in, extra	
Price, Centerpiece only, when bought alone, size about 2x4 feet	0
Border, 9 stones (7 inches) wide Centerplace 41 by 97 stones (about 23 by 92 inches)	,

This centerpiece design can be used with or without the border, according to the amount of space available. There should always be enough white tile around the centerpiece to show it off properly.

Decorative Centerpiece Design for Vestibules, Bathrooms and Doorway Entrances.

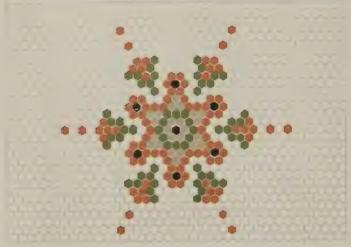
Colors, Chocolate, Celadon, Light Gray, Red and White.



Design 63M1050

Centerpiece Design of 1-Inch Hexagons

Colors, Red, Green, Gray, Black and White.



Design 63M1055

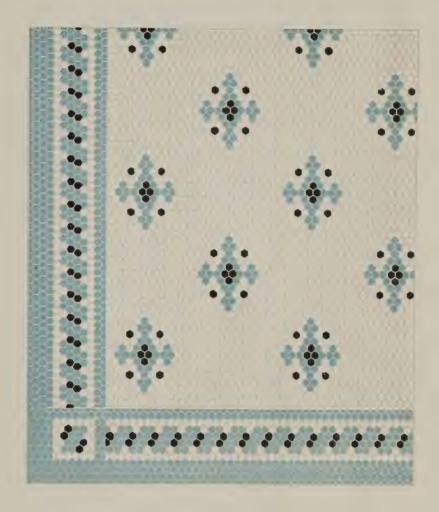
Centerpiece, 27 by 27 stones.

A bathroom with tile floor and tile wainscoting sounds inviting, doesn't it? At first thought you would say such a bathroom would be pretty expensive. But we sell from the factory direct to you and you keep in your own pocket the profit the jobber, commission agent and expert tile-wright would otherwise take from you. Above designs furnished in any color arrangement of your selection at prices according to colors selected.

Ceramic Mosaic in 1-Inch Hexagons

A Very Appropriate Design for Kitchens, Large Bathrooms or Verandas and Porches.

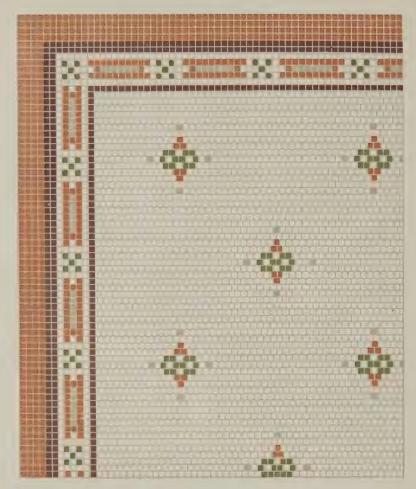
Colors, Dark Blue, Black and White.



Design 63M1063

Shipped from the tile works in Ohio, from which point customer pays the freight.	
Price, including border, per square foot46	3c
(Border only (10 inches wide), when sold alone, 41 cents per lineal foot.)	

Colors, Red, Chocolate, Green, Gray and White. We Would Suggest This Design for Dining Rooms, Hallways, Entrances or Porches.



Design 63M1064

Shipped from the tile works in Ohio, from which point customer pays the freight.

Price, including border, per square foot......51c

Border, 12 stones (9½ inches) wide. (Border only, when sold alone, 45 cents per lineal foot.)

A tile floor gives a room a neat, clean, spick and span appearance not equaled by any other flooring material. When you consider that tile is absolutely impervious to moisture and that all dirt can be easily and quickly wiped off the surface, you can understand why it is unsurpassed for all sanitary qualities.

Send us a sketch showing the size and shape of your floor and let us tell you what the tile will cost.

Colors, Pink, Gray, Buff, Red, Green and White. This Design Is Especially Desirable in Living Rooms, Large Halls or on Porches.



Design 63M1065

Shipped from the tile works in Ohio, from which point customer pays the freight.

Price, including border, per square foot.......48c

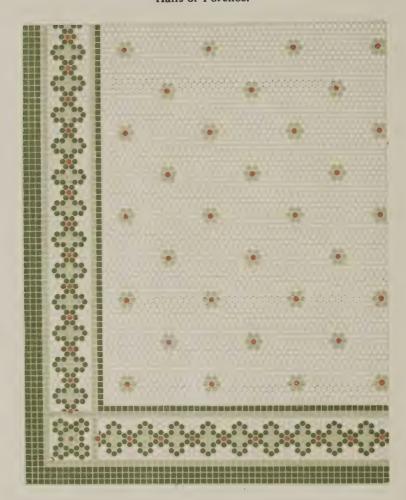
Border, 16 stones (12% inches) wide. (Border only, when sold alone, 43 cents per lineal foot.)

On pages 30 and 31 we give complete illustrated instructions so that any average mechanic can do a first class job of tile laying without having had previous experience. It will not be necessary for you to send to another city for an expert tilewright. With our complete directions and easy method you can lay tile floors at a great deal less than the former cost.

The color scheme of any design can be changed to suit you at prices according to colors you select.

Ceramic Mosaic of Round Tile

An Attractive Arrangement in Green, Celadon, Red and White. Can Be Used to Good Advantage in Dining Rooms, Kitchens, Halls or Porches.



Design 63M1070

> Border, 13 stones (10 inches) wide. (Border only, when sold alone, 46 cents per lineal foot.)

Cleaning tile floors is a pleasure, not work. And they stay clean, too, so much longer than any other kind. Back breaking scrubbing is forgotten when you have tile floors in your kitchen, bathroom, vestibule or place of business. The cost of this ideal floor has been greatly reduced by our system of selling, and we give you complete instructions so that an expensive expert tilewright is not required for the work of laying your tile floor.

The color scheme of the design you like can be changed to suit your ideas at prices according to colors selected.

Tile Floor Design in 1-Inch Hexagons

A Green and White Arrangement Suitable for Large Floor Space. Particularly
Fine for Porches, Veranda Floors, Store Buildings
or Restaurants.



Design 63M1075

Shipped from the tile works in Ohio, from which point customer pays the freight.

Price, including border, per square foot.......50c

Border, 16 stones (14 inches) wide.

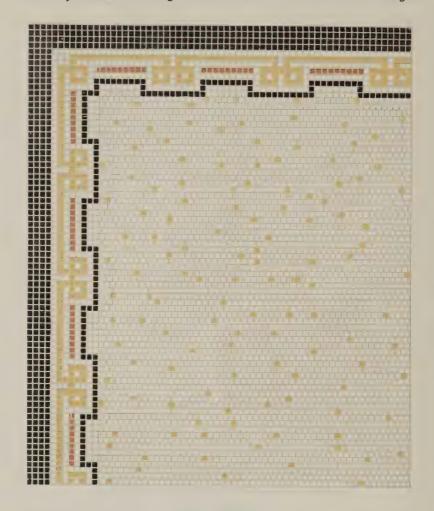
(Border only, when sold alone, 53 cents per lineal foot.)

The border of this design is mitered at all corners. There are no separate corner pieces papered at the tile works. All mitering must be done on the job and an extra square foot of tile should be ordered for each corner to allow for waste in fitting.

If you are a progressive business man you have probably given serious thought to the dust continually rising from your wood floor. You have probably tried a dozen schemes to prevent it. You never really succeeded unless you put in a tile floor. That is the only real cure for the dust nuisance.

We can furnish you any of these designs in color schemes of your own selection at prices according to colors selected.

An Extraordinary Design in Black, Buff, Red and White. A Handsome Design for Storerooms, Hotel Lobbies or Porches. The Irregularity of the Dots in the Body Makes a Pleasing Variation From the Usual Formal Designs.



Design 63M1081

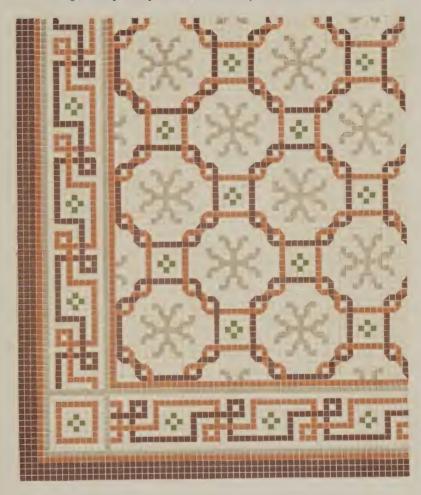
> Border, 12 stones (9½ inches) wide. (Border only, when sold alone, 46 cents per lineal foot.)

Remember, you are not confined to the colors shown in any of these designs. Select any combination of colors you want. It may possibly make a slight difference in the price, because some colors are more expensive than others, but the difference will not be very great, and we will quote you prices on the colors you select.

Pages 30 and 31 explain how you can lay tile floors without employing an expert tilewright.

Colors, Chocolate, Red, Green, Gray and White.

Designed Especially for Use in Stores, Restaurants and Hotels.



Design 63M1085

Shipped from the tile works in Ohio, from which point customer pays the freight.

Price, including border, per square foot......52c

Border, 16 stones (12% inches) wide. (Border only, when sold alone, 54 cents per lineal foot.)

Are you keeping your place of business up to the times? Is yours one of those clean, sweet stores that customers like to visit often? If so, you already have a nice tile floor and the trouble you had with the old wood floor is a memory of the past. If yours is the other kind, however, you would do well to order a new tile floor now. It will prove one of the best paying investments you ever made.

You are not confined to the colors shown. Select the design you like best and tell us what color scheme you want. We will quote lowest price based on the colors you select.

select.

Ceramic Mosaic, 1-Inch Hexagons

A Strong Design in White, Red, Black and Green. Can Be Used in Large Bathrooms, Kitchens or Stores, or for Porch Floors.



Design 63M1090

Shipped from the tile works in Ohio, from which point customer pays the freight.

Border, 13 stones (10½ inches) wide. (Border only, when sold alone, 46 cents per lineal foot.)

Just plain soap and water and a few minutes' healthful exercise occasionally with the mop is all that is necessary to keep your tile floor bright and shining. The old wood floor takes nearly a half day of hard scrubbing and is dirty again before the day is over. The longer the tile is used the brighter and prettier it becomes.

Pages 30 and 31 give full information about how easily a tile floor can be laid.

Rich and Distinctive Design for Large Floor Space, in Red, Celadon and White, Used to a Great Extent in Drug Stores, Banks and on Porches.



Design 63M1096

Shipped from the tile works in Ohio, from which point customer pays the freight.

Price, including border, per square foot.....

Border, 16 stones (12% inches) wide. Eighteen stone dots, in celadon and red. (Border only, when sold alone, 54 cents per lineal foot.)

Step into a bank, hotel or any other large building where a wide bordered tile floor is laid. Notice how cool and clean it looks. You can have the same kind of a floor in your home now by our direct selling plan at a very reasonable price.

Remember, our tile is papered ready for laying, and under our instructions given on pages 30 and 31 you can lay your own tile floor without the assistance of a high priced tilewright.

Practical Pattern in Buff, Chocolate, Red, Dark Gray and Salmon. Highly Recommended for Offices and Porches.



Design 63M1100

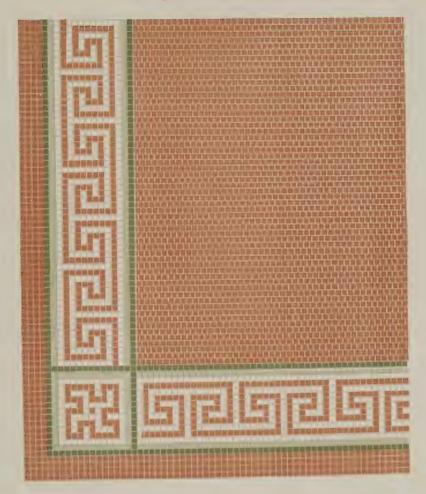
Shipped from the tile works in Ohio, from which point customer pays the freight.

Border, 15 stones (1 foot) wide. (Border only, when sold alone, 48 cents per lineal foot.)

If you prefer a different border from the one shown on the floor design of your selection, you may choose any other appropriate border and we will furnish it in any color scheme you select. This may make a slight difference in the price, owing to the difference in price of colors. If you will write telling us just what design and color scheme you want and the size of the room or space you wish to cover, we will quote you the very lowest price.

See pages 26 to 29 and 32 and 33 for price and information regarding Wall Tile and Wainscoting.

Border, Red, Green, Celadon and White, With Solid Red Body. A Very Attractive Design for a Porch Floor.



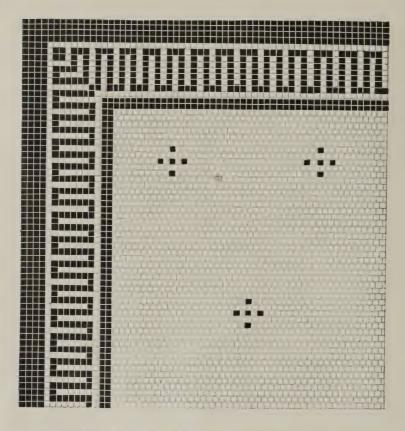
Design 63M1105

Shipped from the tile works in Ohio, from which point customer pays the freight.

Border, 19 stones (15¼ inches) wide. (Border only, when sold alone, 59 cents per lineal foot)

This rich design is especially suitable for porches where it is desirable to avoid the glare of a white tile floor. It is also fine for vestibules, lobbies, banks, corridors and halls. The solid color body is very popular and is very easy to keep clean. We can furnish this same design in any color you may want. A change in the color, however, may make a slight change in the price.

Black and White Design, With Either Wide or Narrow Border.





Design 63M1010—Wide Border. Design 63M1012—Narrow Border.

Shipped from the tile works in Ohio, from which point customer pays the freight.

Price, including either border, per square foot......450

Wide border, 15 stones (1 foot) wide. Narrow border, 8 stones (6¼ inches) wide. (Border only, when sold alone, 45 cents per lineal foot for the wide design and 40 cents per lineal foot for the narrow.)

Stern, strong design in black and white meets in harmony with any surrounding colors, and is much sought for use in public rooms. We recommend the wide border for large floors and the narrow border for smaller floor space. While residential rooms call for the brighter colors shown on the preceding pages, yet where color relief is not desired we recommend this black and white mosaic.

See pages 30 and 31 and learn how you can lay the tile yourself.

Neat, Simple Design in Black and White

Suitable for Vestibules and Store Entrances.



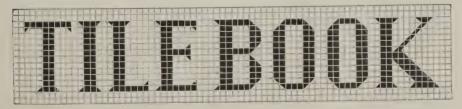
Design 63M1005

Shipped from the tile works in Ohio, from which point customer pays the freight.

Add for letters and figures, 25 cents each.

Do not order more letters than the space will accommodate. The more plain white tile around the letters the more readable they will be. The border is 4 inches wide. Any other colors can be used at a slight advance in price.

Business Entrances, Hotels, Vestibules and Store Floor Name Centers can be furnished in any lettering desired and in any color required at 25 cents per letter extra in letters 6 to 12 inches high.



Measure in the tile at our wonderfully low prices of 28 to 53 cents per square foot, according to design selected, then add 25 cents for each letter or figure and you will be able to determine exactly what it would cost you to have your name and street number or any other lettering you might desire.

A Fully Tiled Bathroom Is a Thing of Beauty, but More Important Than Its Beauty Are Its Perfect Sanitary Qualities.



You owe it to your children to tile your bathroom.

Dr. G. B. Young, Former Health Commissioner, Chicago, said, in the Chicago Daily Tribune:

"If there is one room in the home which should be well furnished, that room is the bathroom. If you have any money to spend, do not put it into expensive furniture for the parlor; spend it in bathroom construction and furnishing.

"Tiled floors and wainscoting are non-absorbent, easily kept clean, and in them vermin can find no abiding place. The attractive, well furnished bathroom is a good habit former for the children."

A tiled wall in the bathroom or kitchen will cost a little more in the first place than plastered walls, but tile is the cheapest in the end, for when once properly set it practically never needs to be repaired or refinished. Send us a sketch of your bathroom showing the location of all doors, windows and offsets in the walls and giving accurate dimensions and we will gladly advise you just what the total cost of the necessary tile would be.

WALL TILE

A Full Line of White Wall Tile With Bases and Caps

WE are offering first quality white wall tile in standard sizes with a complete layout of base, cap and angles at reasonable prices. We guarantee our wall tile to be the equal of any. We give full directions so that you can lay it yourself or you can have it done by any good cement worker. You can now realize the dream you have undoubtedly had many times of some day having a fully tiled bathroom, kitchen or vestibule. Everyone who builds or remodels a home can now afford to put in tile floors and walls, at least in the bathroom and kitchen. If you have any difficulty at all in figuring the cost from the prices we quote, just send us your plans, blue prints or pencil sketches, tell us which style of cap and base to figure on, and how high up on the walls you want the tile to come, and we will advise you just what the complete cost of the tile will be.

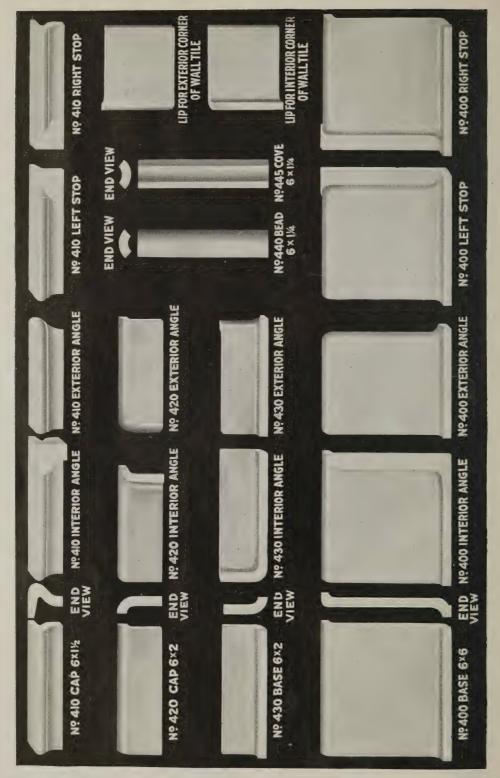
Pure white is usually used for bathroom walls and floors, but a touch of color can be added if desired by introducing one or more rows of blue or green tile. The whole wainscoting can be had in colored tile also, when wanted, but there would be a slight delay in making shipment, as the bases and caps are carried in stock in white only. It would take about thirty days extra to enamel them in colors and put them through the kiln.

On the opposite page we show a suggestion for relieving the solid whiteness of a tiled wainscoting by using one row of blue tile. This increases the cost only slightly, and for those who do not like the solid pure white effect it produces just enough variation to make the wall attractive. Still more color could be added by using our floor No. 63M1015, shown on page 5, instead of the pure white floor.

How to Figure Wall Tile

In figuring the price of wainscoting take the entire distance around the room and deduct for door openings. This will give you the number of feet of base and cap to order. Add the corner angles and stops and several pieces of the straight base or cap for cutting. Remember, the base and cap come in 6-inch lengths only. The wall tile is figured in actual number of square feet needed and a small quantity, say a foot or two, to allow for cutting at the corners. Any combination of base and cap can be used and any of the standard sizes of wall tile will go nicely with it.

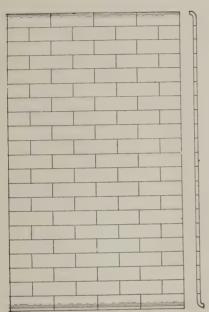
The interior and exterior angles of the cap and base are made for right angle corners only. For other corners, pieces of the straight cap and base must be mitered. This must be done on the job so that a perfect fit can be made. We cannot cut the miters at the factory.



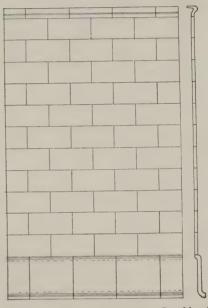
The right and left stop pieces must be used wherever there is an opening in the wall, so that the base and cap may finish neatly against the wood trim. Cap No. 420 and Base No. 430 do not have right and left stop pieces, as they can be butted up to the door and window trim on each side and will not project out beyond the thickness of the casing. The corner lips are used to make a perfectly sanitary round joint at the corners. They make a neater, better corner than the angle bead and cove. They should be laid alternately on opposite sides of the corner, so as to give a dovetailed appearance and match the broken joint method of setting wall tile.

The Angle Bead No. 440 and the Cove No. 445 can also be used for making sanitary corners.

Prices of Wall Tile and Trim



Section of Wainscoting showing Cap No. 420, with 6x2 Wall Tile and Base No. 430.



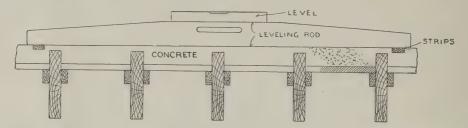
Section of Wainscoting showing Cap No. 410, with 6x3 Wall Tile and Base No. 400.

Shipped from the tile works in Ohio, from which point customer pays the freight.

The sizes most commonly used and always carried in stock are 6x3 and 6x2, shown in the above illustrations. Wall tile weighs about 5 pounds to the square foot, packed.

Instructions for Laying Ceramic Tile Floor

In laying Ceramic Mosaic Tile Floors in concrete it is first necessary that enough space be allowed for concreting and the cement bed on which the tile is laid. This requires about 3½ inches. In order to prepare for concrete the floors should be lowered between the joists as illustrated in the following plan:



The concrete to be filled in 2½ inches of this space is made of a mixture consisting of the following material:

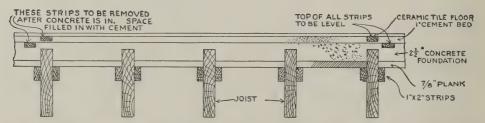
CRUSHED STONE CONCRETE.

Five parts of crushed stone. Two parts of sharp sand or creek sand. One part of cement.

GRAVEL CONCRETE.

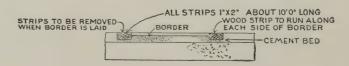
Five parts of sand and gravel. One part of cement.

The sand and gravel concrete makes the best concrete bed, and is easily obtained in any district outside of large cities where crushed stone sometimes is obtained at less cost. When sand and gravel or crushed stone are not obtainable, good cinders can be used and will also make a satisfactory concrete bed, but they should be thoroughly screened and washed to remove all ashes. One of the most important features of laying tile floors on concrete is to have the foundation properly prepared. It is necessary to mix well this concrete and it should be thoroughly dampened and tamped. After the concrete is laid or filled in 2½ inches thick, wood strips 1 inch thick by 2 inches wide and 10 feet long, called furring strips, should be laid on this concrete and leveled in the length and across the floor by the use of an ordinary level and leveling rod as illustrated above. After the concrete has set, a cement bed 1 inch in thickness mixed in proportion of two parts of sand, one part of cement and a very little slacked lime with it should be prepared. The lime is to keep the cement from setting too quickly, but if the job is small and the tile can be easily laid before the cement takes its initial set, no lime at all need be used. If a large floor is being laid, only about 50 square feet should be prepared at one time.

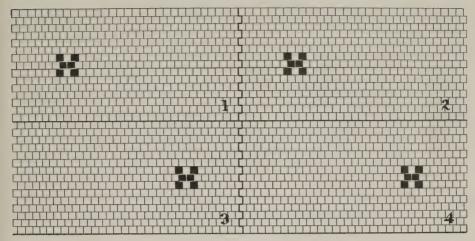


This is to be gauged off with a leveling rod the same as before, after which the strips are to be removed in this case and the space filled in with the same mixture of cement.

Instructions for Laying Borders



Showing Method of Joining Sheets of Floor Tile



You are now ready to lay the tile which should have been previously laid out on the floor, bottom side up, to facilitate the finding of the proper sheets. Start at one side of the room and lay the border first, paper side up. Lay the corner pieces and then work the border from

the corners to the middle, so that if the space will not permit the design to work out evenly the break or mismatch in the border will come in the middle instead of near the corner, where it would be more noticeable. The body sheets are about 2 feet long by 1 foot wide and must be laid so as to bring the dots or figures in straight lines. It is necessary to tear the paper and use a half sheet in starting the body of some of the designs. When the sheets of tile are down, level them with a block and hammer. Then remove the paper by moistening it with a sponge or brush and pulling it off gently. When the paper is all off it is again necessary to go over the floor with the block, simply rubbing it to make sure none of the little tiles are tipped up or depressed. This part of the operation should be very carefully done, for when the cement once sets it is very difficult to make any corrections. While the cement is still fresh, remove



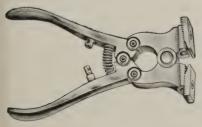
enough along the line where the setter ends his work to leave a perfect edge so that when starting the next section it will be an easy matter to connect the two.

When the entire floor is laid it is necessary to fill the joints at the surface, as the under side of the tile has only been pressed into the cement below, which rose partly toward the surface of the tile. To accomplish this, Portland cement mixed with water to the consistency of thick cream is floated over the entire surface and rubbed into the joints with a flat trowel, allowing it to set from fifteen minutes to not over twenty minutes, when some sawdust should be thrown over the entire surface and the cement removed by rubbing well the sawdust on the surface of the tile. This will give you a finished Ceramic Mosaic Floor, ideal in every respect, clean and easy to keep clean.

Following these rules, instructions and diagrams, a tile floor can be laid in the most approved manner without the expensive services of a tilewright.

Tile Cut-Nippers.

Very Handy for Cutting Ceramic Tile.



It is often necessary to cut some of the small ceramic It is often necessary to cut some of the small ceramic tiles in fitting the floor close up around pipes or fixtures. This cutting can be done with a sharp cold chisel and hammer, but is much more easily accomplished with these tile nippers. They are also handy in cutting mitered corners for borders. Only right angled or square corners are papered at the tile works and all other corners must be cut and worked out on the job so as to make a perfect fit perfect fit.

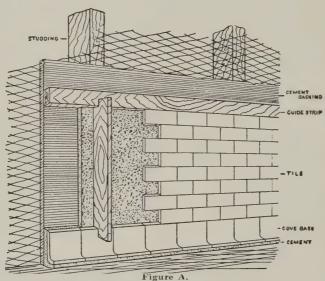
These cut-nippers, with the exception of the jaws, are made of drop forged steel, casehardened and finely finished. The jaws are made of a high grade steel nicely tempered and will cut the tile easily, quickly and neatly.

Setting Wall Tile

Setting wall tile is, after all, not a very difficult proposition, provided simple and definite instructions are given which can be easily followed. While the general method of laying wall tile is the same, yet the details vary according to the condition and nature

of the walls to be tiled.

When tile are to be laid on old brick walls all the plaster must be removed and the mortar partly raked out of the joints of the brickwork. On new brick walls the joints should not be pointed. When tile are to be placed on studding, the studding should be well braced by filling in between the studding with brick set in mortar to the height of the tile work, or this brickwork may be omitted and extra studding put in and thoroughly bridged so as to have as little spring as possible, and then this studding can be covered with sheet metal lathing. Either of the above methods will be found satisfactory, and can be used according to convenience, but it should be remembered that tile must never be placed on wood lath or on old plaster. The brick walls must be wet with water and then covered with a rough coating of cement mortar composed of one part of the best grade of Portland cement and two parts of clean, sharp sand.



The mortar should not be too wet, but should be rather stiff and should always be used fresh, as it loses strength if it is allowed to set before it is used. When tile are placed on metal lathing, hair should be mixed with the cement mortar to make it adhere more closely. The cement mortar used in setting the wall tile should be ½ inch thick, or enough to make an even and true surface to within 1 inch of the intended finished surface of the tile when tile ½ inch thick is used, which will allow a space of ½ inch for the cement mortar, composed as above, for rough coating the walls. The face of the cement foundation should be roughly scratched and allowed to harden for at least one day before commencing to lay the tile. The tile must always be thoroughly soaked in water before setting, which makes the cement unite to the tile.

PLACING THE TILE. Guide strips are placed on the wall parallel and about 2 feet apart. When a cove base is used it can be set first, but it must be well supported on the concrete. The strips must be placed plumb and even with the intended finished wall line. For illustration of the above see Figure A. There are two ways of setting the wall tile, and the one to be used must be decided by the person doing the work. This, of course, will depend somewhat upon the condition of the wall, etc., but in ordinary cases either way can be used with first class results. The two methods are known as "floating wall tile" and "buttering wall tile," and we describe the two methods in detail as follows:

FLOATING WALL TILE. The mortar is spread between the guide strips for about 5 feet at a time and leveled with a screed notched at each end to allow for the thickness of the tile. The tile are placed in position and tamped until they are firmly united to the cement and level with the strips. When the space between the strips is

complete, which should be one side of the room, the strips are removed and the work continued in the same manner until completed. When the tile are all set, the joints must be carefully washed out and neatly filled with thinly mixed pure Keene's cement, and all cement remaining on the tile carefully wiped off.

BUTTERING WALL TILE. The cement mortar is spread on the back of each tile and the tile placed on the wall and tapped gently until firmly united to the wall and plumb with the guide strips. When the tile are all set, the joints must be carefully washed out and filled with Keene's cement, and the tile cleaned as directed before.

When fixtures of any kind are to be placed on the tile work, such as plumbing in the bathroom, provision should be made for them by fastening wood strips on the wall before the first coating of cement mortar is put on, the strips to be the same thickness as the rough coating. The tile can be placed over the strips by covering them with cement mortar, and when thoroughly set, holes can be bored in the tile for fastening the fixtures without injuring the tiling.

To cut glazed wall tile it should be scratched on the surface with a sharp tool at the place where it is desired to be cut, and then gently tapped on the back opposite the scratch.

CAUTION. There should be no pounding about wall tile work for several days after it is laid, in order to give the tile a good chance to set firmly.

The cement mortar ½ inch thick weighs about 6½ pounds to the square foot, and wall tile about 6 pounds to the square foot.

We have tried in this small space to give short and clear instructions for laying tile, and we hope we have accomplished our purpose. If, however, there are any further points which you would like to have explained, do not hesitate to write us.

A Full Line of Glazed and Unglazed Mantel Tile



We offer three kinds of mantel tile. In our Special Mantel Catalog we show a great many of the actual colors. It will pay you to send for this catalog before you make out your order. We can furnish all standard sizes and any quantity wanted. In barrel lots of about 40 square feet, our prices are as follows:

63M13990—Royal Moorish, the embossed surface, dull glazed tile. Price, per square foot	75c
63M14010—Brilliant Enameled, the bright, shiny, iridescent glazed tile.	60c

We pack all our tile in sets to fit any mantel at the same price per square foot plus a small charge of 55 cents per set for packing. When ordering single sets always give size of mantel opening, size of fireplace opening and size of hearth wanted. Shipped from the tile works in OHIO, from which point customer pays the freight.

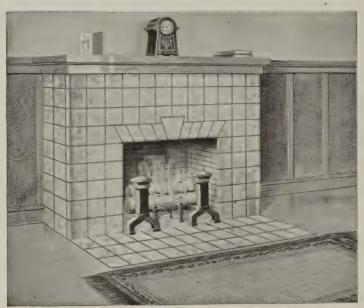
Beautiful All-Tile Mantels

Tile mantels have many advantages over any other material for mantel construction. They are beautiful. The color and finish cannot be duplicated in any other material. The number of designs that can be worked out in tile is almost without limit. Tile will harmonize with almost any interior scheme of decoration. They are enduring. Tile has been known to last for centuries. The colors will last as long as the tile.

The mantel shown on this page is made of our Royal Moorish Tile, 6x6 inches, and ½ inch thick. It can be had in the following colors:

Plain colors: Sepia Brown, Mahogany Brown, Turquoise Blue, Nile Green, Pearl Gray, Sulphur Yellow, Myrtle Green, Oxblood, Apple Green.

Mottled colors: Autumn Brown and Light Green; Mahogany Brown and Medium Green; Dark Olive Green and Mahogany Brown; Terra Cotta and Olive Brown; Olive Green and Terra Cotta.



63M4290—All-Tile Mantel of Royal Moorish Tile.

The andirons and ornaments shown on the shelf and panel work on the wall are not included in the price.

Dimensions: Made of 6x6-inch tile. Total height, including shelf, 5 feet 2 inches. Width of breast, 6 feet 2 inches. Total length of top of shelf, 6 feet 8 inches. Total projection of shelf into room, 1 foot 4 inches. Total projection of tile work into room, 1 foot 1 inch. Fireplace opening, 3 feet wide by 2 feet 6 inches high. Hearth is 6 feet 2 inches wide by 1 foot 7 inches deep. Fire brick for inside of fireplace and rough brick work not included in price.

All-Tile Mantels are laid out very carefully before being shipped, so that we know that every piece necessary to complete the design is properly made or cut. The tile is carefully packed in barrels and the shelf carefully crated. Guaranteed to reach you in good condition. These mantels can be furnished in Royal Moorish Tile only. Will quote special sizes on request.

Shipped From Our Factory in Ohio.

63M4290—Tile Mantel, including wood shelf, as shown and described. \$37.50

Note—Wood shelf is furnished in oak or yellow pine, not painted or varnished. Be sure to state kind of wood wanted.

Beautiful All-Tile Mantels

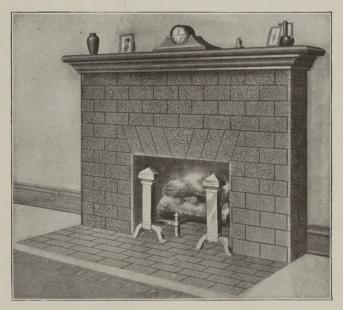
The design shown on this page will appeal to those who seek simplicity. The beautiful colors and embossed face of our Royal Moorish Tile make this mantel a beautiful one, even though its lines are straight and its design simple. The colors are all soft, quiet shades and the tile has a satinlike finish. This mantel can be had in the following colors:

Plain colors: Sepia Brown, Mahogany Brown, Turquoise Blue, Nile Green, Pearl Gray, Sulphur Yellow, Myrtle Green, Oxblood, Apple Green.

Mottled colors: Autumn Brown and Light Green; Mahogany Brown and Medium Green; Dark Olive Green and Mahogany Brown; Terra Cotta and Olive Brown; Olive Green and Terra Cotta.

The ornaments shown on the shelf and the andirons are not included in the price.

Dimensions: Made of 8x4-inch tile. Total height to top of wood shelf, 4 feet 8 inches. Width of breast, 5 feet 6 inches. Total length of top of shelf, 6 feet. Total projection into room, of tile, 8 inches; of shelf, 11 inches. Fireplace opening is 2 feet 8 inches wide by 2 feet high. Hearth is 5 feet 6 inches wide by 2 feet 2 inches deep. No tile furnished for lining fireplace. Fire brick and rough brick not included in price.



63M4291—All-Tile Mantel of Royal Moorish Tile.

All-Tile Mantels are laid out very carefully before being shipped, so that we know that every piece necessary to complete the design is properly made or cut. The tile is carefully packed in barrels and the shelf carefully crated. Guaranteed to reach you in good condition. Special sizes will be priced on request. These mantels can be furnished in Royal Moorish Tile only.

Shipped From Our Factory in Ohio.

Note—Wood shelf is furnished in oak or yellow pine, not painted or varnished. In ordering be sure to give kind of wood wanted.

Beautiful All-Tile Mantels

This Tile Mantel adapts itself particularly to the requirements of the person desiring to finish his home in Craftsman or Mission style. With the aid of the hammered iron trimming shown in this design a pleasing Craftsman Mantel has been worked out.

The prices we quote include all the tile necessary to build this mantel and iron trimmings and wooden shelf shown in the illustration. Ornaments shown on shelf and

andirons are not included in price.

Colors: While we offer the same range of colors in this mantel as the two preceding designs, we suggest that it will be most effective if ordered in the shades of dark brown, dark red or dark green.

> Dimensions: Made of 6x6-inch tile. Total height, including shelf, 5 feet. Width of breast, 5 feet 2 inches. Total length of top of shelf, 5 feet 10 inches. Tile work projects 1 foot into room. Shelf projects 1 foot 4 inches into room. The niche over fireplace is 2 feet 6 inches wide, 1 foot high and 6 inches deep. Price includes tile for lining it. Fireplace opening is 2 feet 6 inches wide by 2 feet 6 inches high. Hearth is 5 feet 2 inches wide by 2 feet 1 inch deep. Tile for lining fireplace, fire brick or rough brick work not included in price. Iron trimmings may be had in hammered dull black finish or hammered burnt brass finish.



63M4292-All-Tile Mantel of Royal Moorish Tile and Metal Trimmings.

All-Tile Mantels are laid out very carefully before being shipped so that we know that every piece necessary to complete the design is properly made or cut. The tile is carefully packed in barrels and the trimming carefully crated. Guaranteed to reach you in good condition. Special sizes will be priced on request. These mantels can be furnished in Royal Moorish Tile only.

SHIPPED FROM OUR FACTORY IN OHIO.

63M4292—All-Tile Mantel, with wood shelf and hammered dull black iron trimmings, as illustrated and described. Price	\$49.95
63M4293—All-Tile Mantel. Same as above, with hammered burnt brass finished iron trimmings. Price	59.25

Note-Wood shelf is furnished in oak or yellow pine, not painted or varnished. In ordering be sure to give the kind of wood wanted.

Fireplace Grates and Furnishings of All Kinds

When planning the construction of your home be sure to have a copy of our Catalog on Fireplace Furnishings before you. The simple and complete instructions on chimney building in this catalog enable any ordinary brick mason catalog chapter any ordinary brick mason to build a fireplace chimney that will work perfectly. It is not a difficult operation to add a fireplace to an old house and there is no improvement that can be made that can possibly bring you as much enjoyment and pleasure. We have fireplace experts always at your service. If you have any questions to ask in regard to fireplaces, simply write to us, and they will be cheerfully answered.



We publish a Special Catalog of Mantels, Consoles and Fire-place Furnishings, which we are anxious to send to everyone who is planning to build or remodel his home. This catalog shows our complete line of fireplace supplies. We have room for only a few selections on this page. Our special catalog shows large illustrations made direct from photographs and gives complete information to enable anyone to order correctly and easily. Consult our fireplace experts if you want information on anything in connection with fireplaces.

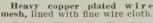
Terra Cotta Gas Logs.



	alog	Length, Inches	Wt., Lbs.	Price, Each
63M	4181	12 14	40 45	\$4.35 4.95
63M	4 83 4 84	18	55 70	5.55
63M	4 85	22	80 90	6.85 7.55
	4187		$\frac{100}{140}$	8.15 10.75

Packed complete with stand and air mixer. Other sizes listed in Special Mantel Catalog.

Common Wire Spark Guards.







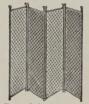
Iron Coal Grate.



Size, 24x30 inches; 7 inches deep. Consists of four parts only, frame, Summer front, basket and ash screen. Weight, 60 pounds.

63M	14040-Black	finish.
Price		\$4.80
63M	14042-0xidize	ed copper
lated.	Price	\$6.25

Folding Screen.



Double woven, heavy fabric with round rod frame.
Four folds, each 1
foot wide. Height,
30 inches. Weight,
boxed, 20 pounds.
63M14211

Black. Price\$6.60 Price\$14.50

Cast Iron Portable Grates.

Black Finish. 63M | 4080—Length, 18 inches. Weight, 50 pounds. \$5.20 fice 63M | 408 | —Length, 20 inches. Weight, 55 pounds, \$5.30

63M14082 Length, 22 in. Wt., 60 lbs. Price\$5.45 63M14083 Dumping Bottom.

Gas Log Grate.





Cast Iron Throat Damper.



	Maximum		
Size	Size of		
No.	Fireplace	Weight	Price
1	30×30	30 lbs.	\$5.30
2	36x30	40 lbs.	5.50
3	42x36	50 lbs.	6.60
4	48x36	65 lbs.	7.45
	102600	05 105.	7.40

Driftwood Sparkle. An Enchanting Novelty.

Automatic Ash Dump.



Cast iron throughout with trap doors firmly fastened so they will not come loose and fall down into the ash pit. Works freely and is a great convenience in any fireplace. Size, 637 inches. Weight, packed, 3 pounds.

63M14176-Price55c

Iron Andirons.

Brass Andirons.



Height, Post, 2 Mission Style. 13½ inches. Post, inches square. Head, boxed, 25 pounds. Weight,

63M14270

Price, per pair....\$12.30

Brass Fire Set. 27 inches high, Shovel, tongs, poker, brush and stand. Satin fin-

Black Cast Iron Andirons. Height, 17 inches. Post, 3 inches square. Head, 5 inches. Weight, | poker, brush and stand, Satin fin- lish, Wt., 20 lbs. | boxed, 70 pounds. | 63M14261 |
| Price...\$15.40 | Price |\$6.90 |
| Fost, 3 inches square. | tongs a n d poker. |
| Wrought iron with cast h a n d l es. |
| boxed, 70 pounds. |
| 63M14125 |
| Price |\$6.90 |
| Price |\$4.30 |

Black Iron Fire Set. Standand three tools—shovel, tongs and poker.
Wrought from with

Black Andirons. Height, 14½ in ches. For light wood or gas logs. Wt., packed, Black Cast Iron

63M14148 Price\$2.75



Our Guarantee Stands the Test in the Scales of Justice

Sears, Roebuck and Co.